

**RFQ # 14-012-27**  
**REQUEST FOR QUALIFICATIONS**  
**GREENPRINT PUBLIC EDUCATION CAMPAIGN**  
**FOR SHELBY COUNTY, TENNESSEE AND SURROUNDING AREAS**

Shelby County Government, an Equal Opportunity, Affirmative Action Employer, seeks to retain the services of one or more consultant firms to provide professional services for the development of a public education campaign to raise awareness and knowledge of the Greenprint initiative, related assets in the region, and benefits of the initiative's planned outcomes. Shelby County is issuing this Request for Qualifications (RFQ) to solicit written proposals from consultants or consultant teams who are interested in providing such services. Based on an evaluation of responses to this RFQ, a consultant will be selected and invited to participate in further discussions and negotiation of a contract agreement for the requested services.

**GENERAL INFORMATION:**

Shelby County Government was awarded the HUD Sustainable Communities Regional Planning Grant to develop the Mid-South Regional Greenprint and Sustainability Plan. The plan is designed to enhance regional livability and sustainability by establishing a unified vision for a region-wide network of greenspace areas, or Greenprint, which serves to address long-term housing and land use, resource conservation, environmental protection, accessibility, community health and wellness, transportation alternatives, economic development, neighborhood engagement, and social equity in the Greater Memphis Area. The regional Greenprint includes parks, greenways, byways, blueways, conservation lands, natural areas, wildlife management areas, open space areas, farms and community gardens, water management areas, and other similar spaces.

Developing a Greenprint will help our region to:

- Connect where people live to the natural environment, employment, fresh foods, goods and services, and recreational activities;
- Preserve and protect undeveloped land as open space to support future development of quality communities, agriculture, and environmentally sensitive lands;
- Provide alternative transportation routes for pedestrians and bicyclists to connect people and low-income neighborhoods to job centers, bus routes, and needed goods and services;
- Support the design and implementation of pedestrian-friendly communities that can reduce vehicular traffic and improve personal health and well-being;
- Protect important landscapes that support outdoor recreation, such as wildlife viewing and fishing, as well as sustain quality drinking water sources;
- Create opportunities to restore natural habitats and wetlands within the built environment;

- Enhance the economic vitality and quality of life of the overall community as a place to live, work and play in order to promote population and employment growth.

The study area for this project is defined as the boundaries of the Memphis Metropolitan Planning Organization (MPO) and West Memphis (Arkansas) MPO. These two MPOs include all of Shelby County, TN, and the cities of Arlington, Bartlett, Collierville, Germantown, Lakeland, Memphis, and Millington; northern DeSoto County, MS, including the cities of Hernando, Horn Lake, Olive Branch, Southaven, and Walls; eastern Crittenden County, AR, including the cities of West Memphis, Marion and Sunset; and western Fayette County, including the cities of Piperton, Gallaway and Braden.

The planning process is driven by the Mid-South Regional Greenprint Consortium (“Consortium”), made up of over 80 groups throughout the region, including nonprofit organizations, businesses, local and state government agencies, educational institutions and citizens. The consortium is organized into eight working groups: Housing/Neighborhood Land Use, Community Health/Wellness, Alternative Transportation & Fuels, Parks and Greenways Planning, Resource Conservation & Environmental Protection, Workforce Development & Regional Employment, Social Equity, Data/Mapping and Evaluation.

#### **SCOPE OF SERVICES:**

The purpose of the Greenprint Public Education Campaign is to develop awareness and greater use of Greenprint-related assets present in the region by featuring individuals who frequently use these assets. This “face of the user” campaign shall:

1. Highlight existing green assets present in the region, such as greenways and trails, bicycle lanes, community and regional parks, community gardens, school gardens, farmers markets, and other green spaces;
2. Feature a diverse group of residents of the region who use these assets;
3. Communicate the multiple benefits to the individual and community of these assets and the Greenprint plan;
4. Promote recreational use of green space and active lifestyles toward improvement of community health;
5. Highlight the ways green space can be an asset and benefit for recreation, environment, housing and neighborhoods, transportation, health, and economy and employment;
6. Reflect the strategic directions, objectives, and proposed outcomes developed in the Mid-South Regional Greenprint vision plan; and
7. Improve public perceptions of green assets in the region.

The target audience of the campaign is all residents of the four-county study area, with particular focus toward low-income and minority individuals, persons with limited English proficiency, and rural communities.

The selected consultant or consultant team will provide the following services:

1. Solicit public input to help tailor marketing materials to the target audience of the campaign;
2. Conduct focus groups with key consortium partners in order to determine how a campaign increase use of Greenprint-related assets;
3. Develop a marketing plan that includes a campaign brand, messaging, and other marketing materials to disseminate through traditional and online media;
4. Develop Spanish language materials and strategies for reaching the Spanish-speaking population;
5. Develop profiles of individuals featured in the campaign to create a website dedicated to learning more about personal experiences using and interacting with Greenprint-related assets;
6. Implement the marketing plan by delivering the campaign to the target audience through television, radio, print, online, and other media.

Proposers should note that the Scope of Services identified herein is considered an advanced draft and may be modified after selection of a consultant based upon changing circumstances and/or negotiations with the proposing firm(s).

The following resources are available to assist consultant/team understanding of the Greenprint initiative and its planned outcomes:

- Mid-South Regional Greenprint and Sustainability Plan website: <http://www.midsouthgreenprint.org>;
- Regional Greenprint Vision plan: <http://www.midsouthgreenprint.org/vision>;
- Health Impact Assessment, including Preliminary Report of Baseline Conditions: <http://www.midsouthgreenprint.org/hia>;
- Bus Transit to Workplace Study, including State of Employment report: <http://www.midsouthgreenprint.org/transit> (check for updates);

#### **TIMELINE:**

Target contract start date is March 31, 2014. Marketing materials should be developed and prepared for dissemination by June 1, 2014.

#### **PROPOSALS:**

The maximum contract value for the services described in this RFQ will not exceed \$58,000. Interested consultants should submit a Letter of Interest and Statement of Qualifications including, but not limited to, the following:

- Firm name, address, and telephone number.
- Point of contact: name and telephone number.
- Summary of suggested approach to meet the objectives for the project as described in the Scope of Services section, including tasks, deliverables, and timeline. Please include

a range of suggested options, which may exceed \$58,000 in total value, but can be negotiated if selected.

- Past demonstrated experience and competence in the services to be provided including specific examples of past work.
- Overview of consulting team including clear statements of expertise in project of this nature.
- Qualifications of staff and if applicable sub-consultants.
- Demonstrated ability to meet schedules without compromising sound planning practices.
- Statement of level of certified Locally Owned Small Business (LOSB) participation **(project goal is 20%)** and approach for meeting the participation requirements.
- At least three (3) project references.
- Fee schedule for suggested approach or approaches.

Evaluation proceedings will be conducted within the established guidelines regarding equal employment opportunity and nondiscriminatory action based upon the grounds of race, color, sex and creed or national origin. Interested certified Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements.

Respondents requesting additional information or clarification are to contact Nelson Fowler in writing at [nelson.fowler@shelbycountyttn.gov](mailto:nelson.fowler@shelbycountyttn.gov) or at the address listed above. ***IN ORDER TO PREVENT AN UNFAIR ADVANTAGE TO ANY RESPONDENT, VERBAL QUESTIONS WILL NOT BE ANSWERED. The deadline for submitting questions will be by 12:00 P.M., Friday, January 30, 2014 (CST)***

**All written questions submitted by the deadline indicated above will be answered and posted on the County's website at [www.shelbycountyttn.gov](http://www.shelbycountyttn.gov) within forty eight (48) hours of the above cut-off date.**

The following guidelines for communication; have been established to ensure a fair and equitable process for all respondents:

Please be aware that contact with any other personnel (other than the person clearly identified in this document) within Shelby County regarding this Request for Qualifications may disqualify your company from further consideration.

#### **NON-DISCRIMINATION AND TITLE VI:**

The contractor hereby agrees, warrants, and assures compliance with the provisions of Title VI and VII of the Civil Rights Act of 1964 and all other federal statutory laws which provide in whole or in part that no person shall be excluded from participation or be denied benefits of or be otherwise subjected to discrimination in the performance of this Contract or in the employment practices of the contractor on the grounds of handicap and/or disability, age, race,

color, religion, sex, national origin, or any other classification protected by federal, Tennessee State Constitutional or statutory law. The contractor shall upon request show proof of such non-discrimination and shall post in conspicuous places available to all employees and applicants notices of non-discrimination.

Any recipient entity shall be subject to the requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d et seq., and regulations promulgated pursuant thereto. It shall develop a Title VI implementation plan with participation by protected beneficiaries as may be required by such law or regulations. To the extent applicable, such plan shall include Title VI implementation plans sub-recipients of federal funds through the entity. The contractor shall produce the plan upon request of Shelby County Government. Failure to provide same shall constitute a material breach of contract.

#### **DISCLOSURE OF PROPOSAL CONTENTS:**

Provider understands and acknowledges that the County is a governmental entity subject to the laws of the State of Tennessee and that any reports, data, or other information supplied to the County is subject to being disclosed as a public record in accordance with the laws of the State of Tennessee. All proposals and other materials submitted become the property of Shelby County Government. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and before the time of a Notice of Intent to Award is issued. Thereafter, proposals will become public information.

#### **SUBMITTING PROPOSAL:**

Firms may request consideration by submitting an original, four copies, and two CDs of a letter of interest and statement of qualifications to Mr. Nelson Fowler, Manager A, Purchasing Department, Shelby County Government, 160 North Main Street, Suite 900, Memphis, TN 38103.

**All qualifications must be received by Mr. Fowler's office on or before 4:00 PM (Central Time) Friday, February 7, 2014.**

#### **EVALUATION PROCESS:**

Submittals will be reviewed by a Review Committee that will identify the most qualified proposers. At the discretion of the Review committee, selected consultants may be interviewed to determine the most qualified firm or firms.

Evaluation proceedings will be conducted within the established guidelines regarding equal employment opportunity and nondiscriminatory action based upon the grounds of race, color, sex and creed or national origin. Interested certified LOSB firms, Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements.